

## SYSTEM AND METHOD FOR GENERATING CUSTOMIZED AND/OR PERSONALIZED DOCUMENTS

### Abstract of the Disclosure

A system and method for rapidly customizing and printing documents is disclosed. The system supports product lines having a plurality of customizable products therein, through the use of a single Web page that is continually updated in a data-driven fashion. The system is robust, easily expandable, and quickly deployable across a plurality of user platforms and geographic locations. Methods of the invention disclosed herein enable users to perform customization projects and to print the documents created thereby, either at a remote printer such as at a document factory, or at the user's own, local printer.